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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE**Applicant Initiated Interview Request Form**

Application No.: 10/077,765 First Named Applicant: Kazuhiro ISHIDA
 Examiner: Alvarez, Raquel Art Unit: 3688 Status of Application: RCE Filed

Tentative Participants:

(1) Examiner Alvarez (2) Justin Sobaje, Reg. No. 56,252
 (3) _____ (4) _____

Proposed Date of Interview: Thursday, Nov. 18, 2010 Proposed Time: 1:00 pm ET (AM/PM)

Type of Interview Requested:

(1) ☒ Telephonic (2) ☐ Personal (3) ☐ Video Conference

Exhibit To Be Shown or Demonstrated: ☐ YES ☒ NO

If yes, provide brief description: _____

Issues To Be Discussed

Issues (Rej., Obj., etc)	Claims/ Fig. #s	Prior Art	Discussed	Agreed	Not Agreed
(1) <u>Rejection</u>	<u>Pending Claims</u>	<u>Nakamura and Kenney</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Continuation Sheet Attached			<input type="checkbox"/> Proposed Amendment or Arguments Attached		

Brief Description of Arguments to be Presented: See Attached Sheet.

An interview was conducted on the above-identified application on _____

NOTE: This form should be completed and filed by applicant in advance of the interview (see MPEP § 713.01). If this form is signed by a registered practitioner not of record, the Office will accept this as an indication that he or she is authorized to conduct an interview on behalf of the principal (37 CFR 1.32(a)(3)) pursuant to 37 CFR 1.34. This is not a power of attorney to any above named practitioner. See the Instruction Sheet for this form, which is incorporated by reference. By signing this form, applicant or practitioner is certifying that he or she has read the Instruction Sheet. After the interview is conducted, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible. This application will not be delayed from issue because of applicant's failure to submit a written record of this interview.

/Justin Mark Sobaje/

Applicant/Applicant's Representative Signature

Justin Mark Sobaje

Typed/Printed Name of Applicant or Representative

56,252

Registration Number, if applicable

Examiner/SPE Signature

This collection of information is required by 37 CFR 1.133. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 24 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

U.S. Patent App. Ser No. 10/077,765

Proposed Amendments to Claim 34:

34. (Currently Amended) A portable communication terminal, comprising:

a registration request means for issuing a registration request for advertisement information broadcast from an advertisement information broadcast server according to operation of the portable communication terminal;

a receiving means for receiving advertisement information which is broadcast from said advertisement information broadcast server based on said registration request;

a display means for displaying said advertisement information received by said receiving means; and

a registration cancellation means for ~~requesting to stop broadcasting said~~ canceling the registration request for the advertisement information broadcast from said advertisement information broadcast server according to operation of the portable communication terminal;

wherein said display means automatically displays said advertisement information on a standby screen from the issuance of the registration request by said registration request means to the request for stopping of the broadcast by said registration cancellation means, when the portable communication terminal is in a standby state.

Brief Description of Arguments to be Presented:

Embodiments of the present invention provide for advertisement information to be displayed in response to an operation of a portable communication terminal and on a standby screen of the portable communication terminal over a time interval from an issuance of a registration request to an issuance of a cancellation of the registration request. Neither Nakamura nor Kenney, alone or in combination, disclose or suggest such features.

In the method of Fig. 22 of Nakamura, there is a monthly subscription based on a contract, and a subscriber is only able to temporarily reject advertisements during the subscription period. (Nakamura; Fig. 22; col. 24, lines 23-47). The monthly subscription in Nakamura continues even if there is a temporary rejection, and the service continues during the month. (Nakamura; Fig. 22). In contrast, embodiments of the present invention allow for canceling a registration request through an operation of the portable communication terminal, so that a user can use the portable communication terminal to specify an end of the service. The method of Fig. 22 of Nakamura does not allow for a portable communication terminal to specify

a start and a cancellation of an advertisement service, and the method of Fig. 22 of Nakamura requires monthly contracts with monthly commitments. (Nakamura; Fig. 22; col. 24).

Kenney does not cure the deficiencies with respect to the teaching of Nakamura, because Kenney also does not allow for a portable communication terminal to specify a registration request for advertisement information and a cancellation of the registration request.